



December 18, 2017

## **THE VOICE WINNER “SUNDANCE” HEAD TO PERFORM AT DXL FRISCO BOWL**

**FRISCO, Texas** – Destination XL Group, Inc. (Nasdaq: DXLG), the leading retailer of men's XL apparel, has been named the title sponsor of the inaugural DXL Frisco Bowl. Louisiana Tech and SMU will face off in this year's Bowl, which will be held by ESPN Events, a division of ESPN, on December 20<sup>th</sup>, 2017 at Toyota Stadium in Frisco, Texas. The National Anthem will be performed by singer/songwriter “Sundance” Head, winner of season 11 of the television music competition, *The Voice*. Sundance is also a spokesperson for DXL Men's Apparel's new “Time to XL” campaign.

“On behalf of everyone at DXL Men's Apparel, we are proud to be involved with this exciting event,” said David Levin, President and CEO of DXL Group. “We applaud these outstanding athletes for their commitment and drive to excel. At DXL, we share that same philosophy. As the leader in men's XL clothing, we believe every guy should be able to excel in style.”

Sean Johnson, Executive Director of the DXL Frisco Bowl, shared in Mr. Levin's excitement. “We are thrilled to have DXL Men's Apparel partner with us in the inaugural year of the event,” he said. “We look forward to a successful partnership that will allow us to grow the event. This is going to be a first class event for DXL, the City of Frisco and the competing teams.”

ESPN will air the 2017 DXL Frisco Bowl live from Toyota Stadium in Frisco, Texas on Wednesday, December 20 at 8 p.m. ET/ 7 p.m. CT. Toyota Stadium is home to FC Dallas of Major League Soccer, and has hosted the NCAA Football Championship Subdivision (FCS) Championship Game since 2010. The stadium has a capacity of 20,500.

Website: [www.thefriscobowl.com](http://www.thefriscobowl.com) Twitter: [@FriscoBowlGame](https://twitter.com/FriscoBowlGame) Facebook: [facebook.com/friscobowlgame](https://facebook.com/friscobowlgame)

### **About Destination XL Group**

Destination XL Group, Inc. is the largest retailer of men's apparel in sizes XL and up, with operations throughout the United States as well as in London, England and Ontario, Canada. In addition to over 200 DXL Men's Apparel retail and outlet stores, subsidiaries of Destination XL Group, Inc. also operate Rochester Clothing stores, Casual Male XL retail and outlet stores, and e-commerce sites, including [DestinationXL.com](http://DestinationXL.com) and mobile site [m.DestinationXL.com](http://m.DestinationXL.com). [DestinationXL.com](http://DestinationXL.com) offers a multi-channel solution similar to the DXL store experience with the most extensive selection of online products available anywhere for the XL guy. The Company is headquartered in Canton, Massachusetts, and its common stock is listed on the NASDAQ Global Market under the symbol "DXLG." Sizes start at 38" waist and XL including tall sizes, plus shoe sizes 10-16, in widths to 4E.

### **ESPN Events**

[ESPN Events](http://ESPNEvents.com), a division of ESPN, owns and operates a large portfolio of 31 collegiate sporting events worldwide. The roster includes three Labor Day weekend college football games; FCS opening-weekend game; 14 college bowl games, 11 college basketball events and two college award shows – which accounts for approximately 300-plus hours of programming, reaches almost 64 million viewers and attracts over 700,000 attendees each year. With satellite offices in Albuquerque, Birmingham, Boca Raton, Boise, Dallas-Fort Worth, Honolulu, Las Vegas, Montgomery and St. Petersburg, ESPN Events builds relationships with conferences, schools and local communities, as well as providing unique experiences for teams and fans.

ESPN Events also manages the Big 12 Corporate Partner Program.

### **Collegiate Football**

[AdvoCare Texas Kickoff](#) (Houston); [Bad Boy Mowers Gasparilla Bowl](#) (St. Petersburg, Fla.); [Bahamas Bowl](#) (Nassau); [Birmingham Bowl](#) (Alabama); [Boca Raton Bowl](#) (Florida); [Camping World Kickoff](#) (Orlando, Fla.); [Celebration Bowl](#) (Atlanta); [Famous Idaho Potato Bowl](#) (Boise); [DXL Frisco Bowl](#) (Frisco, Texas); [Gildan New Mexico Bowl](#) (Albuquerque); [Guardian Credit Union FCS Kickoff](#) (Montgomery, Ala.); [Hawai'i Bowl](#) (Honolulu); [Las Vegas Bowl](#) (Nevada); [Lockheed Martin Armed Forces Bowl](#) (Dallas-Fort Worth); [MEAC/SWAC Challenge](#) (Baton Rouge, La.); [Raycom Media Camellia Bowl](#) (Montgomery, Ala.); [Texas Bowl](#) (Houston); [The Home Depot College Football Awards](#) (Atlanta) and [Zaxby's Heart of Dallas Bowl](#) (Dallas-Fort Worth)

### **Collegiate Basketball**

[AdvoCare Invitational](#) (Walt Disney World Resort near Orlando, Fla.); [Armed Forces Classic](#) (Ramstein Air Base, Germany); [College Basketball Awards Presented by Wendy's](#) (Los Angeles); [Gildan Charleston Classic](#) (South Carolina); [Hawaiian Airlines Diamond Head Classic](#) (Honolulu); [Jimmy V Men's Classic presented by Corona](#) (New York City); [Jimmy V Women's Classic presented by Corona](#) (TBD); [NIT Season Tip-Off](#) (Brooklyn, N.Y.); [PK80 Presented by State Farm](#) (Portland, Ore.); [Puerto Rico Tip-Off](#) (Myrtle Beach, S.C.); [State Farm Champions Classic](#) (Chicago) and [Wooden Legacy](#) (Fullerton, Calif.)

For more information, visit the official [website](#), [Facebook](#), [Twitter](#) or [YouTube](#) pages.